

Proposed Amendment to Permit  
States to Include in Cigarette  
Advertising Their Varied Laws  
Relating to Sales to Minors

Page 4, line 23, proposal is to add:

"This subsection does not prevent any State or political subdivision thereof, which prohibits the sale of cigarettes to persons below certain ages, from requiring that any cigarette advertisement within its jurisdiction set forth the fact that persons below certain ages are prohibited by such State or political subdivision from purchasing cigarettes."

This amendment, if added to this bill, would create utter chaos . . . and virtually make impossible nationally broadcast programs or the dissemination of nationally published magazines . . . and indeed many locally published newspapers.

It would open the door for each State to require each cigarette advertisement to recite word for word the State's law governing the purchase of cigarettes by minors. Nationally broadcasted programs sponsored by a cigarette company would not be received in those States for no commercial could possibly recite the varying applicable provisions for each and every State that might have the requirement.

Those laws vary as to age. Some refer merely to minors. Others have provisions as to written permission of a parent or guardian.

Local stations must commit themselves to showing nationally televised programs far in advance, often before it is certain who the sponsors will be. Stations would be denied the right to broadcast many programs if there was the remotest chance that even a 30-second spot cigarette commercial might appear on it.

These same variations would render it impossible to have printed cigarette advertisements in national publications, and in most local newspapers which enjoy any substantial out-of-state circulation.

The end result would either be utter chaos . . . confusion to the reading public . . . or more likely the complete cessation of cigarette advertising.